Digital Marketing

Instructor Profile
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COO – Blue Ocean Digital UK / E-Tailing Pakistan | M.Phil in Marketing from IoBM, SAP Certified, Dreamweaver Certified Trainer, Diploma in Supply Chain CILTC

Course Description:
Small or Big businesses has to embrace the digital change. Digital Marketing has become active marketing component in the west. This course will give an insight to the digital marketing sphere and its 4 component which are SEO, SEM, SMM and Mobile Marketing. The course will also prepare incumbent to plan and execute digital campaign just like how it is planned in Ad Agency. For marketers it will give a third sight of how to audit the campaigns.

Learning Outcomes:
- Insight to Digital Marketing Infrastructure
- Introduction to 4 Key components of Digital Marketing
  - SEO
  - SEM
  - SMM
  - Mobile Marketing
- Web Analytic – An Audit and ROI tool

Teaching Methodology:
The course will be an interactive course consisting of theory, group work, case study and in class activities

Course Duration:
15 Hours per week / 1 Week
Mon – Fri: 9am – 12pm
Campus: CITY